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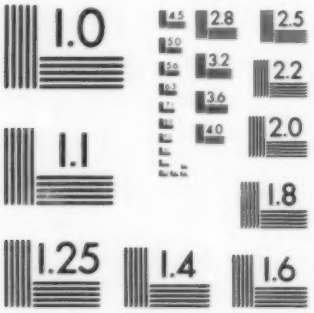
NBS 1010a ANSI/ISO #2 EQUIVALENT



PRECISION[SM] RESOLUTION TARGETS

MICROCOPY RESOLUTION TEST CHART
NATIONAL BUREAU OF STANDARDS
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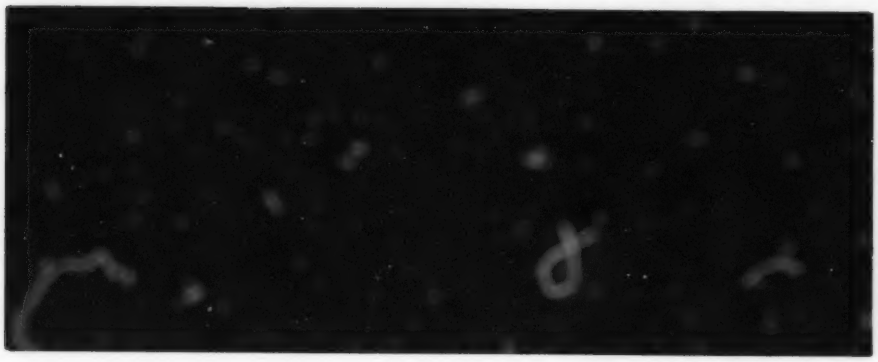
NATIONAL MICROGRAPHICS ASSOCIATION

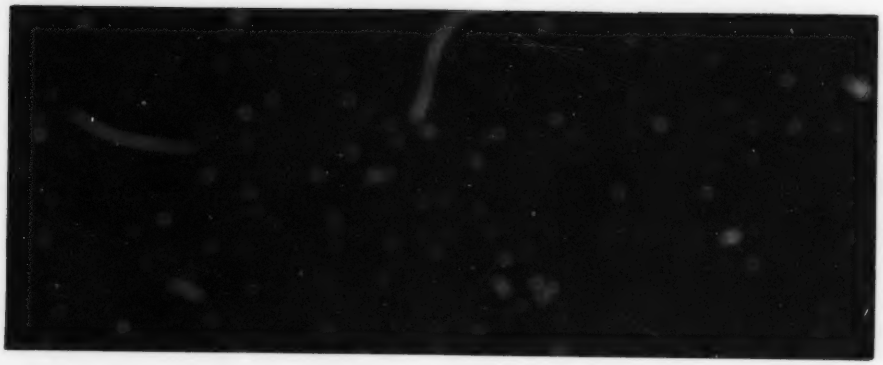
24x

ADF

Saskatchewan Agriculture Development Fund



Keeping the agriculture and food industries competitive through Research, Development and Demonstration.



Technical/Final Report
to
Saskatchewan Agriculture Development Fund

Promotion of Domestic Wheat Markets

5.2-18

92-06583/

Western Canadian Wheat Growers

5.2-18

March 22, 1989

Mr. Jack Drew
Deputy Minister
Saskatchewan Agriculture
3085 Albert Street
Regina, Sask.
S4S 0B1

Dear Mr. Drew:

Please find enclosed documentation of the work done to date on the Domestic Wheat Promotion program.

We trust that this information will complete our obligations under the existing contract between the Saskatchewan Department of Agriculture and the WCWGA.

The concept and presentation of the Domestic Wheat Promotion program was extremely well received by consumers, industry and educators. WCWGA feels the program has been a very worthwhile undertaking and that it has a great deal of potential. We would welcome the opportunity to explore future initiatives that could make use of the considerable information and knowlege resulting from work completed to date.

If you have any questions regarding the program or would like to meet with representatives of our association, please feel free to contact me.

Sincerely

Harvey McEwen
President

WESTERN CANADIAN WHEAT GROWERS ASSOCIATION
201 - 4401 Albert Street, Regina, Saskatchewan • S4S 6B6 • (306) 586-5866
7961 - 49th Avenue, Red Deer, Alberta • T4P 2V5 • (403) 342-1817

OBSERVATIONS AND SUMMARY

In early 1987, the WCWGA began conceptual development of the Domestic Wheat Promotion program. The original objective was to increase Canadian consumption of wheat based products.

It was soon recognized that the program could be an excellent tool for a number of other purposes, such as:

- increasing Canadian consumers awareness of the healthful benefits of including wheat in their diets.

- enchancing the wheat industry's image in Canada and increasing the level of awareness of the industry among the Canadian public.

- informing the public as to the number of jobs dependent on the wheat industry and the industry's considerable contribution of the National Balance of Payments.

- educating students on the importance of agriculture.

In order to develop the program, the Association hired one full-time staff person to act as marketing consultant and project manager. It was felt that considerable cost savings could be derived from this approach because that staff person could use Association back-up staff, office equipment, etc. This arrangement also allowed easy access to a great deal of industry information, material and contacts.

The accompanying information outlines several project stages which have been implemented and also indicates the results from a survey conducted at the Pacific National Exhibition. The results of the study clearly indicate that the project was well received by the public and that there was a need for this type of promotion in Canada.

The WCWGA has spent a great deal of time and money on the development of this program. We feel that it is a very worthwhile initiative and that it could be expanded and used to benefit the wheat industry in Saskatchewan and the rest of Canada.

The Government of Saskatchewan and private industry have contributed to some of the costs associated in development of the program. The costs outlined in this study are those which have been borne by the Association.

PROJECT: Domestic Wheat Promotion Activities, theme is WHEAT... GOLD'N GOOD

OBJECTIVE: To increase the profile of western grown wheat products as an important nutritional requirement in the daily diet of Canadians. American domestic consumption of wheat products is at record high levels while Canadian demand remains stagnant. Depending upon the reception towards Saskatchewan program, WCWGA may seek private company participation in a broader program.

SPECIFICS: Western Canada Farm Progress Show, June 17-20, 1987 will have as its feature commodity this year, wheat. In keeping with this theme, WCWGA will undertake a series of activities at the show, including a domestic wheat promotion booth, baker of the day promotion, daily wheat products presentation at the fashion show, pamphlet and recipe distribution. In addition, material for the Farm Progress Show will be available at the Italian Pavilion at Mosaic. Agribition this year will be featuring a large agricultural education program, and the booth, promotional samples and information will be utilized at this time, as well.

BUDGET:

Booth and Graphics	$ 6,000
Space Rental	400
Baked Samples	N/C
Nutritional Pamphlets	2,000
Recipes	500
Buttons	600
Slide Show Presentation	1,000
Student Home Economists	1,000
Fashion Show Backdrop	1,000
	$12,500

All organizational costs are the responsibility of the Association, as are person hours required to staff booth and presentations.

AGRIC2.DOC

PROJECT: International Farmer Relations Program

OBJECTIVE: To provide, whenever the opportunity presents itself in coming months, a Canadian farm perspective to U.S. and other exporting nation's farmers, on the trade war in grains.

SPECIFICS: WCWGA representatives will plan to attend several U.S. meetings to explain the effects of the US/EEC treasury war on the Canadian farmer. As well, representatives will promote trade liberalization and strategic reductions in subsidies.

BUDGET: Requests for funding assistance will be applied for on a meeting by meeting basis to a maximum fee of $10,000.

DOMESTIC WHEAT PROMOTION

NEED FOR THE PROJECT

(1)

The domestic consumption of wheat varies as illustrated by the following information from Statistics Canada:

Year	Per Capita Consumption of Wheat Flour Annually in Canada (kilograms)
1974	59.4
1975	61.5
1976	61.7
1977	60.0
1978	61.8
1979	56.8
1980	59.6
1981	55.8
1982	57.5
1983	55.7

Compare the 5-year average:

1974-1978	60.9
1979-1983	57.1

It appears the per capita consumption is decreasing.

(2)

Other commodity groups have felt that promoting their products is of benefit including dairy products, beef, pork, pulse crops, wild rice, turkey, chicken and eggs.

(3)

Wheat products have long been recognized as highly nutritious. Recent emphasis on the leanness of meat and other foods has created the false impression that wheat products are calorie laden foods lacking in nutritional components.

General Strategy

The project would directly promote wheat products as economical, nutritious foods. This direct effort would be incidental to the fulfillment of the more serious objectives of enhancing the image of the wheat industry. Other major industries use this approach to improve their image. As an example, think of Canadian Pacific which uses mass media to advertise, even though it does not sell its products to the general public. The company is selling its image not its products. An introduction to a recipe book prepared by the Montana Grain Growers Association specifies the booklet is dedicated to the following objectives:
-To augment public relations, work together to give a better understanding between producer and consumer.
-To promote more uses for wheat and wheat products.
-To assist with educational programs of the Association.
These statements adequately portray the proper mix of objectives that could be fulfilled by this project.

Experiences of Other Commodity Organizations

Preliminary research by telephone regarding projects by some other groups is summarized below:

(a)
Wheat Industry Council in the United States.
A wheat promotional effort was carried out over a five year period. Initial market research costs were $350,000. This was done with the intention of measuring the effectiveness of the project. Television advertisements, films, and design packages were produced. The attempt was to justify a $10 to $40 million dollar project. The project was ceased because of an inability to raise the funds needed.
This experience may serve as an example of one of the hazards of intensive preliminary research prior to initiating actual promotion.

(b)
Beef Information Centre
Some market research has been done to attempt to measure the effectiveness of television promotion. However, the main measure of effectiveness has been data produced by Statistics Canada. The centre feels that the decline in consumption has been halted by promotional work.

(c)
Chicken, Egg, Poultry Commodity Group.
Effectiveness is measured by sales which have been increasing. it is felt that a key element in the success is due to in-store displays, sampling, and recipes left in the stores.

Multi-Phase Plan

In light of the foregoing it would appear reasonable to proceed with a long-range plan in several phases which permit an early start while at the same time provide for logical re-evaluation points where decisions for extension, termination, or modification could be made.

Initial Phase of the Project

The initial stage of the project would extend over a two year period - 1987-1988. Specific activities are described for 1987 along with the associated costs. No specific activities are described for 1988. This is a strategy designed to permit the experience of 1987 to guide the project in 1988. It also would make the completion of the 1987 phase of the project become a decision point regarding the future.

Project Activities for 1987

Item	Cost
(1) Organization of the Project - research on wheat industry - research on organizations related to the industry - research on wheat promotion and nutritional values - survey of existing promotional materials - compile a file of such reference information - produce a condensed version of information suitable for use by part-time or volunteer staff for training.	$2,200.00

(2)	Structural Display Framework - built by C.P. Distributors	2,185.00
(3)	Display materials - panels for framework - graphics - posters, transparencies - audio-visual materials - activity-oriented attractions to - enhance the effectiveness of the display	3,200.00
(4)	Literature and materials - development of literature and materials for distribution printing costs	6,600.00
(5)	Press Reception - to organize a press reception prior - to the 1987 Farm Progress Show to launch the project - if possible to accomplish this in conjunction with the objectives of the Farm Progress Show, making it a joint effort.	1,800.00
(6)	Displays at Shows - Farm Progress Show 1987 - Saskatchewan Summer Fair 1987 - Western Canadian Agribition 1987 - set up suitable displays - distribute educational and promotional materials - full-time staffing of display booth with qualified people - utilization of display materials and equipment developed for these purposes	2,200 4,200 4,200
(7)	Canadian Home Economists Convention - being held in Regina in July 1987 - approximately 350 Home Economists from across Canada who are professionals in contact with the public - kits of materials to be distributed in the display area of the convention - to make the participants aware of the project and the availability of further information by distribution of request forms - this would be an initial move to make the project national in scope	1,200.00

(8) Information Distribution
- general public through press releases
- dietitians and other health educators
- young people through schools health fairs, food fairs,etc. set up at shopping centres
- attempt to reach the national level on some of these distribution efforts — 2,500.00

(9) Plans for 1988
- develop plans for the 1988 continuation of the project
- to make the project reach the national level
- explore projects which could blend with efforts of Saskatchewan Tourism. If it is expensive to take the project to all of Canada at least people from other parts of Canada should not pass through the "bread basket" without having the satisfaction of learning about this massive industry. — 1,500.00

Total cost for 1987 program — 31,185.00

TOTAL COST FOR PROJECT 1987-1988

1987 - costs at listed — 29,000.00
1988 - costs to be the same
- projects to vary from 1987 as described emphasizing national efforts — 29,000.00
58,000.00

BENEFITS TO THE PROVINCE OF SASKATCHEWAN

(1)
Given that Saskatchewan produces over 50% of the wheat grown in Canada it is to the general benefit of the industry be created in Saskatchewan and administered by organizations with their head offices located in Saskatchewan.
(2)
Even a trivial increase in domestic consumption of wheat products would make the project cost-effective.
(3)
The image of Saskatchewan is closely related to that of its major industry. The benefits to the image of the industry will correspondingly be benefits to the province.

Summary

This project would serve to promote the consumption of wheat products but more importantly to enhance the image of the wheat industry. In 1905 to celebrate the creation of the Province of Saskatchewan a sign read "World's Granary". The history and well-being of Saskatchewan has always been closely associated with the wheat industry. This project hopes to play a role in developing new ways to further this image.

Domestic Wheat Promotion - Long Range Plans

GOALS AND OBJECTIVES

1. To educate the public, particularly the urban public, as to the importance of agriculture in the Canadian economy.

2. To increase the domestic consumption of hard red spring wheat products and durum products.

3. To educate the consumer on the nutritional benefits of wheat products, thereby replacing an unhealthy, fattening image with a healthy, low calorie image.

4. To become an information centre for consumers.

5. To promote wheat products by:
   - -demonstrations
   - -samples
   - -pamphlets >recipes (quick and tasty variety)
     >nutrition information
     >interesting questions and answers
   - -providing press kits to food editors
   - -providing information packets to school
   - -developing a "wheat eaters club"
   - -designing a "best bread" award for restaurants
   - -commercial advertising in all mediums
   - -hard impact special promotions
     >awareness day
     >wheat week

These are the written comments we received on our evaluation forms.

GENERAL COMMENTS:

Very good idea sampling products so people can taste and see.

Please stress production and consumption whole grain products without sugars and salt.

Manufacturers should consider selling half loaves and smaller packages of crackers/cereals since with the increasing number of seniors and singles in our society the decrease in bread use if often related to waste/cost.

The person who was in your booth on September 3rd was very well informed re the products.

Learned many things about wheat products I didn't know about.

I think there should be more booths like this to inform the public on what they eat. It's very important to me.

I really do think that more Canadians should eat Bread etc., as it is so good for you and it is so important to use and support the country's farmers.

This is an excellent portrayal of the value of our staff of life.

A very informative display - Thank you

I was born on a farm in Saskatchewan and still learned a few things I didn't know.

Keep it up! Good!

All my support!

Great display, very informative

Interesting display. Girls are very helpful. Thank you.

Very interesting.

Am very pleased to pick up recipes, especially bread recipes.

Very enlightening & interesting. Hope more people are also learning from this information.

This was very mind stimulating.

Good booth - excellent and friendly staff.

Good booth & free samples are great!

Thanks!

I like some material on wheat products for a daily diet. Great Display. Come again.

Excellent products. Very much a part of my diet.

Interesting.

Good way to educate public - Quiz ++++

I would like to see something done by the federal government to improve the price of grain obtained by the farmers in the prairies. I visited Saskatchewan this summer and if something isn't done soon we may not be able to afford to eat wheat products soon.

I think there should be more comparisons between the nutritional value of wheat products to other types of foods.

The downtrend in consumption needs the kind of marketing action that fishing companies took a few years ago.

Very Good.

A very informative booth, and the girls were very nice.

Interesting.

Good Project - Thank You.

Very informative and interesting.

Educational.

I liked the group quiz very much.

Thanks for the information.

Already quite informed about Wheat products but info supplied was very interesting.

Very interesting and informative.

Very good display - friendly ladies

A very interesting booth.

Can you consider branching out into food stores please?

A good refresher on nutrition.

Very nice.

Good.

I am interested in more information as I am a food writer.

We already use a lot of whole wheat products. The display is excellent - so is the staff.

Very informative.

As a home economist - I was educated!

Very good!

Getting this information to the public is so important - so many people consider starches the just thing to cut out when they diet.

Girl seemed very informed (and pleasant).

Interesting and informative quiz. Having a teenager in the home, I use most of the products displayed.

Good idea. Keep it up.

Excellent display, very informative.

Get people to eat more fiber.

Very good display.

Spokeswoman very informative.

Very good.

Educational, attractive display.

The attendant was very helpful.

Very informative knowledge test.

Nice education.

Attendant was very pleasant!

I am a great believer of "fiber in the diet" - so was very interested in the booth - I use most of the products.

Very interesting.

Very pleasant and knowledgeable person at the booth.

Its very informative.

I enjoyed the information quiz booklet and also the young lady.

The attendant was lively and friendly and was well informed. Kept our attention.

I enjoyed the display and learning more.

COMMENTS STEMMING FROM DOMESTIC WHEAT PROMOTION BOOTH PACIFIC NATIONAL EXHIBITION

Visitors to the Wheat Gold'n Good Booth at the PNE threw forth many comments, suggestions and questions, verbally and through the questionnaire provided.

In general people seemed to feel that a booth such as ours was worthwhile and important. Some specific comments to this effect are as follows:

* It's important to keep the public involved in health awareness.
* This is a good way to encourage people to include more fibre in their diets.
* This information should be more readily available to the public.
* It's a good way to advertise. It's good to be able to find out about the products before you buy them.

We also received many comments specific to Post's products. The following are some of the more frequent things we heard:

* Reduce the levels of salt and sugar in most of your products.
* List ingredients by percentage (especially sugar & salt).
* Reduce the price of cereals.
* Make smaller packages to accommodate the increasing number of senior citizens and singles and larger packages for families.
* Several people don't like the new taste of Grape Nuts and suggest you change it back. (Many have stopped eating that product).
* Which cereal has the highest fibre content, the lowest sugar or salt content?
* Which cereal is best for my diet?
* People often asked very specific questions about the processing and packaging of the products. We were not always able to answer these.

POST

Very interesting and informative. Learned a lot more about the value of cereals in out diet.

Please reduce the price of Fruit and Fiber and Grapenuts

Please make the Fruit and Fiber cereal box in a larger size. For Families.

I used to like Grape Nuts before they changed them and now I don't.

I have a genetic disorder Hemochromatosis. Can't stop absorbing Iron. ALL of your prepared foods have Iron added. It is now the most common Genetic disorder among Caucasian North Americans. 1 in 9 have defective gene. 1 in 300 Canadians have disorder. Could you please make a breakfast cereal without added Iron. If you want more information please write. Thanks, It affects 100,000 Canadians. David Fleming, Box 881 Chase, B.C. VOC 1M0

Gotta learn more about the cereal industry.

I can no longer stand the dumb TV ad on Fruit & Fiber. It turns me off. Its time to take it off the air and put on a new more intelligent ad.

Post & Kellogg's - please take out the sugar and salt high content.

COMMENTS STEMMING FROM DOMESTIC WHEAT PROMOTION BOOTH PACIFIC NATIONAL EXHIBITION

Visitors to the Wheat Gold'n Good Booth at the PNE threw forth many comments, suggestions and questions, verbally and through the questionnaire provided.

In general people seemed to feel that a booth such as ours was worthwhile and important. Some specific comments to this effect are as follows:

* It's important to keep the public involved in health awareness.
* This is a good way to encourage people to include more fibre in their diets.
* This information should be more readily available to the public.
* It's a good way to advertise. It's good to be able to find out about the products before you buy them.

We also received many comments specific to Catelli's products. The following are some of the more frequent questions and suggestions we heard:

* Many people were interested in Catelli Plus Whole Wheat Pasta. Most had not even seen it in their stores, but wished to try it. Some would like to see more whole wheat varieties of pasta readily available in their grocery store.
* People were surprised to learn how many varieties of pasta are available in Canada. Most said they usually eat the "the same old boring thing," but would like to try others.
* Most people were pleasantly surprised to find that pasta had any nutritional value at all. Many did not even realize it was a wheat-based product.

COMMENTS STEMMING FROM DOMESTIC WHEAT PROMOTION BOOTH PACIFIC NATIONAL EXHIBITION

Visitors to the Wheat Gold'n Good Booth at the PNE put forth many comments, suggestions and questions, verbally and through the questionnaire provided.

In general people seemed to feel that a booth such as ours was worthwhile and important. Some specific comments to this effect are as follows:

* It's important to keep the public involved in health awareness.
* This is a good way to encourage people to include more fibre in their diets.
* This information should be more readily available to the public.
* It's a good way to advertise. It's good to be able to find out about the products before you buy them.

We also received many comments specific to Christie's products. The following are some of the more frequent questions and suggestions we heard:

* The majority of people asked that you reduce the level of sugar and salt in Christie's crackers and cookies.
* Many people would also like to see you take the palm/coconut oil and beef fat or lard out of your products. Many of these people were vegetarians or had religious beliefs which prevent them from eating these products. Several of them refuse to buy your products for this reason.
* Some people also would like to see a wheat cracker that does not contain any corn or soy.
* Everyone thought it was great to be able to taste your products before buying an entire box. Once they tasted the samples people wanted to know which product it was and where it was available.
* People were interested in the caloric content of the crackers and cookies, which is not listed on the boxes.
* Many people requested that you list the ingredients by percentage (especially sugar, salt and shortening).

Christies

Good samples. Have tried some at home and enjoy them a lot.

Fiber Crackers very tasty.

Get Christie's to produce a wheat cracker without corn and soy products in it.

Loved the samples!

I will not buy Christie's products because of the palm oil and cottonseed oil and hydrogenated oil content. Is it not possible to use a healthful vegetable oil?

Christie's samples were too sweet and I prefer no salt or very little salt.

In lieu of lard and palm oil use pure vegetable or corn oil shortenings.

I was amazed with the excellent flavour of the cookies and crackers!

I think more products should not use Palm oil.

Put name of the product being tasted beside the product.

Country Fiber Products - Cookies contain beef fat/lard which neutralizes attempts to provide good nutrition. A large market is being untapped (health conscious consumers, religious groups who do not eat animal products, vegetarians, etc.)

Delicious!

Good samples.

Wonderful to taste some of your delicious products.

QUESTIONAIRE

In order for us to gauge the success of our promotion and whether or not we are accomplishing our goal of providing useful information to the public, we need your help. Please help us evaluate our booth by answering the following questions. Please complete the bottom section of the sheet to be eligible for the draw as well.

1. Did you find our booth physically appealing? Yes [X] No [ ]

2. Do you feel that agriculture is an important part of the Canadian economy?
   Yes [X] No [ ]

3. Did you learn anything which might change your attitudes towards:

   a) consumption of wheat products Yes [X] No [ ]

   b) nutritional value of wheat products Yes [X] No [ ]

   c) the role of the consumer in improving the agricultural economy Yes [ ] No [ ]

   d) various products on display Yes [X] No [ ]

   e) the taste of products containing fiber (most people mistakenly believe that fiber adds an unpleasant flavor) Yes [X] No [ ]

   f) the myth that wheat based products are fattening Yes [X] No [ ]

4. Had you heard about the domestic wheat promotion prior to seeing the booth?
   Yes [ ] No [X]

5. Do you feel that it is a worthwhile project to educate people about the role of wheat in our economy and diet?
   Yes [X] No [ ]

6. Do you currently purchase any of the products displayed in the booth?
   Yes [X] No [ ]

7. As a result of the booth, will you consider trying other products on display?
   Yes [X] No [ ]

8. On the average, how many servings of cereal, pasta, and bread do you consume a day? 6

9. Will you attempt to increase your consumption to the level suggested by the Canada Food Guide? (The Canada Food Guide suggests 4-6 servings per day) Yes [X] No [ ]

10. Will you read the materials provided once you reach home? Yes [X] No [ ]

COMMENTS OR SUGGESTIONS:

WINNER!

DRAW ENTRY FORM

Name: LORRAINE SPEERS
Street: 16108 96TH AVE City: SURREY
Postal Code: V3R 1H2 Phone: (604) 583 1746

Appendix E

The following questionnaire was given to people at the Pacific National Exhibition. In order to be eligible for the free draw, the evaluation form had to be completed. In order to receive the evaluation, the person had to listen to the presentation. The results of these questionnaires are as follows:

1. Did you find our booth physically appealing?

Response: a) yes 98% b) no 0.5% c) no answer 1.5%

2. Do you feel that agriculture is an important part of the Canadian economy?

Response: a) yes 98% b) no 1% c) no answer 1%

3a. Did you learn anything which might change you attitude towards the consumption of wheat products?

Response: a) yes 76% b) no 15% c) no answer 6%

d) already knew 3%

3b. Did you learn anything which might change your attitudes towards the nutritional value of wheat products?

Response: a) yes 78% b) no 12% c) no answer 5%

d) already knew 5%

3c. Did you learn anything which might change your attitude towards the role of the consumer in improving the agricultural economy?

Response: a) yes 74% b) no 15% c) no answer 9%

d) already knew 2%

3d. Did you learn anything which might change your attitude towards various products on display?

Response: a) yes 77% b) no 15% c) no answer 6%

d) already knew 2%

3e. Did you learn anything which might change your attitude towards the taste of products containing fiber? (most people mistakenly believe that fiber adds an unpleasant flavor)

Response a) yes 55% b) no 32% c) no answer 8%

d) already knew 5%

3f. Did you learn anything which might change you attitude towards the myth that wheat based products are fattening?

Response a) yes 52% b) no 30% c) no answer 13%

d) already knew 5%

4. Had you heard about the domestic wheat promotion prior to seeing the booth?

Response a) yes 20% b) no 78% c) no answer 2%

5. Do you feel that it is a worthwhile project to educate people about the role of wheat in our economy and diet?

Response a) yes 97% b) no 2% c) no answer 1%

6. Do you currently purchase any of the products displayed in the booth?

Response a) yes 94% b) no 4% c) no answer 2%

7. **As a result of the booth, will you consider trying other products on display?**

Response a) yes 91% b) no 5% c) no answer 4%

8. **On the average, how many servings of cereal, pasta, and bread do you consume a day?**

Response

a) less than 3 servings: 36%

b) more than 5 servings: 8%

c) average no. of servings: 3.3

d) no answer: 4%

e) between 3-5 servings: 52%

9. **Will you attempt to increase your consumption to the level suggested by the Canada Food Guide?**

Response a) yes 59% b) no 11%

c) not necessary 24% d) no answer 6%

10. **Will you read the materials provided once you reach home?**

Response a) yes 93% b) no 3% c) no answer 4%

Comments made in the blank space provided:

Response a) yes 15% b) no 85%

Domestic Wheat Promotion

The Western Canadian Wheat Growers Association is piloting a new project at the Farm Progress Show, June 17 to 20 in Regina. The purpose of the project is to increase awareness of the contributions of agriculture to the Canadian economy as well as to increase the consumption of wheat grown in Western Canada. To achieve our goal, we are adding a zesty new booth which will provide wheat products for sampling and viewing as well as a bushel of information on the production and uses of wheat. The booth is located in the Saskatchewan Building, in the south west corner.

Our booth, entitled "WHEAT GOLD N' GOOD", will feature a local baker each day of the show to provide information and samples of their baking.The five bakeries include Northgate Bakery, Borden's Bread Ltd., Buns Master Bakery, Maple Leaf Bakery,and Buns Master Bakery. Each of these bakeries will be supplying tantalizing tastes of their wares for the public.

We will also be displaying wheat products from several national manufacturers such as Christie's, Kellogg's, Kraft, Interbake Foods, Old Fashioned Foods, and Robin Hood, who have provided a variety of sample-sized "goodies" to take home. There will be pamphlets and buttons distributed from the booth, as well as the opportunity to buy an official "Wheat" apron.
The booth will be open Wednesday from 10:00 a.m. to 6:00 p.m., Thursday from 10:00 a.m. to 9:00 p.m., Friday from 10:00 a.m., to 9:00 p.m.,and Saturday from 10:00 a.m. to 4:00 p.m.
In addition to our booth, we will be presenting a forty-five minute feature disaster on the benefits of wheat to the nutrition conscious consumer.The presentation will be running at 2:00 p.m. daily in the Saskatchewan Building, just prior to the fashion show.
We are really looking forward to meeting and talking with you at the show. We are promising an informative and tasty addition to our traditional presentation, and we hope that you will come and enjoy!

IMPROVING WHEAT'S IMAGE

The Western Canadian Wheat Growers Association has begun a new project to make Canadians more aware of the nutritional value of wheat products and to increase awareness of the contributions of agriculture to the Canadian economy. The goal of the project is to increase domestic consumption of wheat grown in Western Canada.

The project got off to an extremely successful beginning at the Pacific National Exhibition in Vancouver in August. A booth, entitled "WHEAT GOLD'N GOOD", was set up at the exhibition to provide products for sampling and viewing, as well as to supply a gold mine of nutritional and agricultural information. Several national manufacturers such as Catelli's, Christie Brown and Co., General Foods, Kellogg's, and Robin Hood Multifoods provided financial support and display items, as did 15 bakers from the Vancouver area.

The need for such a program was made readily apparent by the comments of people passing by the display. Comments such as "Why are you promoting white bread when there is no wheat in it?", "If the world wheat price is so low how come a box of cereal is $4.00? The farmers are making a pretty fat profit off of that!" "It doesn't matter if Canadians don't eat their own wheat because we export 80% of the world's wheat crop anyway. If we don't eat it we can always export it."

The response to the Wheat Growers booth was very positive. Many people felt that the project was an excellent way of keeping people informed about the nutritional and economic value of wheat and wheat products. Some of the written comments made by those who stopped at the display were:

"Good way to educate the Public"; "This was fun and informative"; "Keep up the good work, your booth is one of the more worthwhile ones at the PNE".

With the excellent results from the PNE, the WCWGA hopes to continue its program. Providing funding can be arranged, other elements of the promotional program might include targeting the food service industry to increase the availability of wheat products to the public away from home, displays at all of the major exhibitions across Canada, upscaled advertising at a national level, development of an educational package to be used in schools, and the establishment of an information center. The project will attempt to reach as much of the public as is possible to increase the awareness of the contributions made by the wheat industry to the high standard of living enjoyed by Canadians. Through public awareness, the program is attempting to halt and possibly reverse the decline in wheat consumption in Canada.

"With export markets in upheaval, the wheat industry has to ensure that we are doing some effective market development right here in Canada," said Bill Duke, President of the WCWGA. "Considering the present difficult conditions in grain farming, it is important for farmers to inform Canadians about the value of our industry."